



Fiscal Year June 30, 2018

# ANNUAL REPORT

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## Harnessing the Power of Storytelling

By Ryan Hagemann  
High Desert Museum Board Chair

Stories are powerful. The stories we tell give shape to the world, and they meaningfully connect our experiences with others. That's why with your support, the High Desert Museum has strived over the past year to empower individuals to discover new stories, experience stories akin to their own and tell their own stories. For example, this past year, Gwen Carr with the Oregon Black Pioneers shared stories of African Americans on the Oregon Trail during our annual Oregon Encounters festival for fourth-grade students. These stories enabled many students to see themselves reflected in Oregon's history for the first time.

The Museum is doing more to harness the power of storytelling through several exciting projects. In 2016, the Museum was one of four institutions in the nation to receive an Institute of Museum and Library Services STEMEx grant, which funded an innovative study on how to better engage rural families in STEM (Science, Technology, Engineering and Math) fields through storytelling. Over the past two years, the Museum hosted a series of workshops that connected rural families to science through the stories of STEM practitioners and facilitated the creation of their own stories. Hearing the story of a female scientist who grew up in Central Oregon, for instance, empowered young girls in the program to see themselves as scientists. Through presentations at professional conferences, we are now contributing to the national dialogue on STEM learning, impacting how people across the country engage with STEM fields.

Another Institute of Museum and Library Services funded project, Weaving Stories, is enabling Museum staff to learn about storytelling in partnership with The Museum At Warm Springs. This collaborative project is advancing the capacity of staff at both museums to respectfully tell the stories of Plateau Indians to broad audiences. We are learning how to weave together diverse stories to build deeper understanding of the High Desert as a shared region.

From exhibitions to community conversations to educational experiences, you as visitors, members, donors and volunteers made thousands of stories possible over the past year. We thank you.

# HIGH DESERT MUSEUM



# YOUR SUPPORT MAKES A DIFFERENCE



**2018 FINALIST**  
**National Medal**  
*for*  
**Museum & Library Service**

**27,273**  
volunteer hours  
valued at \$673,394

**69**  
special events  
and programs,  
providing inspiration  
for 5,740 attendees

**187,457**  
visitors,  
a 43 percent growth in  
attendance since 2008

**1 of 5**  
museums nationally  
selected for Cultural  
Competency Learning  
Institute, based on our  
continuing work on  
diversity and inclusion



**12,265**  
people able to access  
the Museum with  
reduced-price and free  
admission programs

**170**  
animals in our care  
  
New animals: barred owl,  
gyrfalcon, pond turtle  
and garter snake

**14,600**  
children served by our  
educational programs

**"I love the gay rodeo  
exhibit! It's wonderful  
to see this aspect of  
Western and LGBTQ  
history that I didn't  
know about."**

– Visitor comment about  
*Blake Little: Photographs  
from the Gay Rodeo*



**9**  
new exhibits



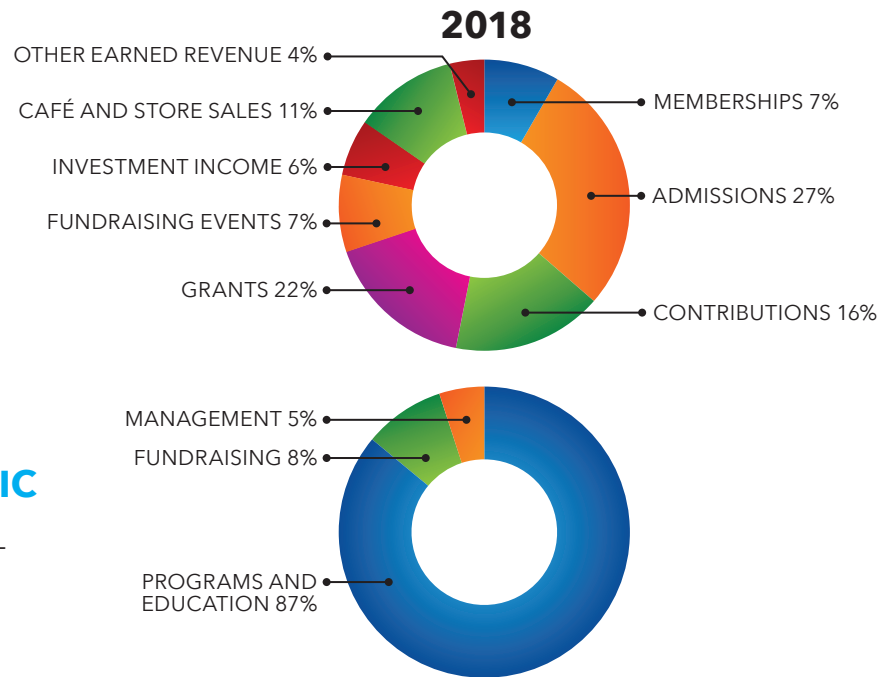
**68**  
hours training for 63  
teachers in STEM  
(science, technology,  
engineering & math)

# FINANCIAL SUMMARY

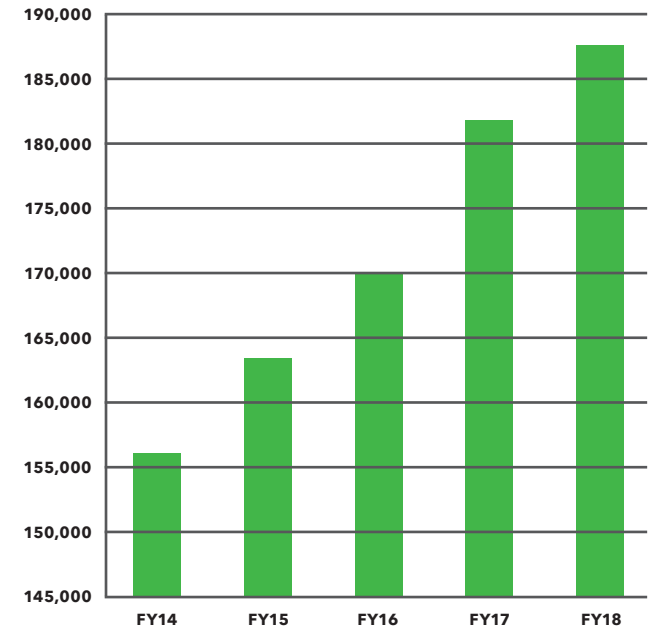
FOR THE FISCAL YEAR ENDING JUNE 30, 2018

## SUPPORT AND REVENUE

## PROGRAMMATIC EFFICIENCY DOLLARS WELL SPENT



## ATTENDANCE



### Statement of Financial Position (All Funds)

	2018	2017
<b>ASSETS</b>		
<i>Current Assets</i>		
Cash and cash equivalents	\$1,873,798	\$1,491,723
Receivables	\$204,245	\$164,703
Inventory	\$113,000	\$107,098
Prepaid expenses and deposits	\$94,045	\$82,047
<b>TOTAL CURRENT ASSETS</b>	<b>\$2,285,088</b>	<b>\$1,845,571</b>
Grants receivable, noncurrent	\$30,000	\$60,000
Endowment Investments	\$3,347,759	\$3,166,428
Fixed Assets, net	\$12,895,599	\$13,196,891
<b>TOTAL ASSETS</b>	<b>\$18,558,446</b>	<b>\$18,268,890</b>
<b>LIABILITIES AND NET ASSETS</b>		
<i>Current Liabilities</i>		
Accounts payable and accrued expenses	\$448,770	\$365,819
Deferred revenue	\$147,203	\$84,401
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$595,973</b>	<b>\$450,220</b>
<b>NET ASSETS</b>		
<i>Unrestricted</i>		
Board designated endowment	\$600,340	\$502,012
Undesignated	\$13,354,462	\$13,031,670
Total unrestricted	\$13,954,802	\$13,533,682
Temporarily restricted	\$2,403,729	\$2,683,876
Permanently restricted	\$1,603,942	\$1,601,112
<b>TOTAL NET ASSETS</b>	<b>\$17,962,473</b>	<b>\$17,818,670</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$18,558,446</b>	<b>\$18,268,890</b>

With comparative totals for the year ending June 30, 2017

### Statement of Financial Activities (All Funds)

	2018	2017
<b>OPERATING SUPPORT AND REVENUE</b>		
Memberships	\$354,681	\$342,151
Admissions, net of discounts	\$1,320,589	\$1,267,953
Contributions	\$818,243	\$762,936
Educational and program fees	\$143,977	\$141,573
Museum store and café sales, net of COGS	\$557,114	\$473,795
Grants	\$1,080,276	\$782,769
Fundraising events, net	\$352,547	\$204,248
Event rental	\$53,009	\$59,254
Investment income	\$276,907	\$358,620
Gain (loss) on disposal of assets	\$0	\$(1,886)
Other revenue	\$16,241	\$61,279
<b>TOTAL OPERATING SUPPORT AND REVENUE</b>	<b>\$4,973,584</b>	<b>\$4,452,692</b>
<b>EXPENSES</b>		
<i>Program Services</i>		
Exhibits	\$1,523,411	\$1,355,848
Education and program fees	\$863,411	\$842,779
Visitor services	\$712,914	\$670,233
Communications	\$475,007	\$461,035
Total program services	\$3,574,743	\$3,329,895
<i>Support Services</i>		
Management and general	\$245,163	\$219,432
Fundraising	\$358,485	\$338,848
Total support services	\$603,648	\$558,280
<b>TOTAL OPERATING EXPENSES</b>	<b>\$4,178,391</b>	<b>\$3,888,175</b>
<b>GAIN (LOSS) BEFORE DEPRECIATION</b>	<b>\$795,193</b>	<b>\$564,517</b>
Depreciation expense	\$651,390	\$627,235
Total change in net assets after depreciation	\$143,803	\$(62,718)

THANK YOU TO OUR DONORS, FOUNDATIONS AND CORPORATE SUPPORTERS  
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Gifts reflected above are donations, in-kind contributions and grants. Revenue generated from ticket sales and other tangible goods is not reflected. High Desert Rendezvous table sales and auction purchases are excluded with the exception of gift amounts paid above value.

The Museum is deeply grateful for supporters at all levels. While we strive for accuracy on this report, there may be errors. Please call 541-382-4754 ext. 248 with questions or concerns.

Thank you!



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